

## TOILET SALE.

25c SANITOL FACE CREAM...14c  
25c DORIN'S ROUGE...19c  
10c D. & R. COLD CREAM...3c  
10c ORANGEWOOD STICKS...3c  
for  
5c REXOLETUM...10c  
5c LAMBERT'S LISTERINE...10c  
5c PACKER'S TAR SOAP...10c  
5c LISTER-ITE NAIL POLISH...17c  
5c JAVA RICE POWDER...25c  
5c DIOXYGEN...17c  
5c MENTHOLATUM...15c  
5c DENTACURA TOOTH PASTE...15c

## Women's Aprons... 9c

Women's Dainty White Lawn Tea Aprons, hemstitched ruffles; nicely made; sell at 25c; no 'phone, mail, or C. O. D. orders can be filled at the sale price.

YOU CAN ALWAYS HAVE IT CHARGED

HECHT &amp; COMPANY.

513  
515  
517  
7TH ST.

## Women's Tailored Waists... 89c

Women's Stylish Tailored Shirt Waists in many new styles; some with tucks and embroidery; plenty of all sizes; perfectly made. These are all \$1.50 Waists.

## Men's Hats.

It's the talk of the town that the season's Smartest Hats are here, and at a dollar below the prices asked elsewhere. Every shape and shade—\$1.50 to \$3.50. SAMPLES OF HIGH-GRADE \$2.00 and \$2.50 Soft Hats; all shades; all new shapes. To close out in the Anniversary Sale... \$1.00

## Satin and Heatherbloom Underskirts, 89c

BEST QUALITY SATIN and Heatherbloom Underskirts, in black and all the colors; embroidery and deep flounces; all sizes. Sold usually at \$1.50. In this sale at 89c.

PROFIT-OFF PRICES

## ANNIVERSARY SALE

ANOTHER ROUSING BARGAIN LIST!

A FEAST OF BARGAINS

## Children's Peter Pan Shoes, \$1.27

MISSIES' AND CHILDREN'S Famous Peter Pan Shoes, in vic kid button and tan button and blucher styles; values, \$2 and \$2.50; all sizes, 9 to 2. Our sale price, \$1.27.

## W. L. DOUGLAS

\$3.50 and \$4.00 Shoes,

Men's Famous Douglas Shoes in patent leather, gun metal, vic kid, also tan; button and blucher styles; slightly factory checked; every pair genuine and stamped on sole; values, \$3.50 and \$4.00.

Men's \$3.00 Calf Bluchers, \$1.57 Men's Box Calf Bluchers, with solid soles; all high-grade shoes; value, \$3.00. They are in the Anniversary Sale at \$1.57.

## Marvelous Bargains in Girls' Wearables.

\$25 Misses' Fall Suits, \$15

500 NEW SUITS FOR THE high school girl, young misses, and juniors; all wool and correct styles; guaranteed linings; new mixtures and plain colors; all are \$25 suits, at \$15.

\$1.50 Girls' Dresses... 94c

GIRLS' WELL MADE AND neat School Dresses, in percales, galatea, madras, and wool plaids; 6 to 14 years; 20 styles; plain colors, checks, &c. Value is \$1.50. Sale price, 94c.

Girls' \$5 Dresses at... \$3.95

ALL-WOOL SERGE PETER THOMPSON DRESSES, in one and two piece styles; embroidered emblems; braided collars; 6 to 14 years.

\$10 Girls' Caracul Coats... \$5

500 BLACK CARACUL Coats for Girls 6 to 16 years; heavy, silky caracul, with best quilted linings; high, close-fitting collar; positively right priced at \$10. Anniversary price, \$5.

\$3 Child's Bearskin Coats... \$1.98

CHILDREN'S WHITE CURLY Bearskin Coats and Gray Curly Bearskin Coats; double-breasted, with pearl buttons and turn-over cuffs; 1 to 5 years; sold at \$3 usually; sale price, \$1.98.

## In the Women's Dept.

Anniversary Bargains Extraordinary!

\$6 to \$7.98 Silk Waists \$4.98

RICH AND STYLISH PERSIAN SILK, PLAID SILK, AND PLAIN COLOR SOFT MESSALINE, Taffeta, and Net Waists to match any suit, values, \$6 to \$7.98. The Anniversary Sale gives you them at \$4.98.

\$25 Caracul Coats \$15

WOMEN'S HANDSOME BLACK CARACUL COATS OF HEAVY QUALITY, HEAVILY LINED, in the 50-inch lengths; sizes 22 to 44; the value is positively \$25, but for Anniversary Sale, \$15.

\$25 For \$40 Plush Coats.

STYLISH PLUSH COATS WITH SHAWL COLLAR, ROLLED CUFFS; 50 INCHES LONG; buttons of same material; best lining; value is \$40; in the Anniversary Sale at \$25.

\$24.50 Cloth Suits \$15

STYLISH NEW CLOTH SUITS IN ALL THE LEADING AND FAVORITE SHADES—NAVY, black, rose, myrtle, smoke, king blue, brown, and mixtures; every suit a good \$25 value.

\$22 For New \$35 Fall Suits.

A RARE BARGAIN—THE \$35 NEW FALL CLOTH SUITS OF HEAVY ALL-WOOL BROADCLOTH, in black and navy; serges, in black, navy, and brown; fully guaranteed linings.

## Kimonos, Corsets, Underwear.

W. B. Corsets... \$1

SPECIAL LOT OF FAMOUS W. B. CORSETS, in the desirable long-hip and six-garter styles; every pair sold at \$1.50; for the one day, \$1.

29c for 89c Sacques.

WOMEN'S Dressing Sacques, in all sizes and colors; sell at \$1.00; Anniversary Sale price, 29c; only 2 to a buyer.

## Groceries.

Hams—

CHOICE EXTRA Fancy Sugar-cured; 7 to 10 lbs. each; not over 3 to a customer... 18 1/2c

Pure Lard, 5-lb. pails... 75c

Macaroni, 1-lb. pkg... 57c

Granulated Sugar, 5 lbs... 27c

Wilbur's Chocolate, 1/2 lb... 13 1/2c

Pure Black Pepper, 1/4 lb... 54c

Corned Beef, 1-lb. tins... 15c

Aunt Jemima's Buckwheat... 87c

Aunt Jemima's Pancake Flour... 87c

Kipped Herring, large cans... 13 1/2c

## Quick, for the BOYS' WEAR.

Boys' \$3.50 Suits... \$1.98

Boys' Stylish Double-breasted Knickerbocker Suits, in all the new blues, grays, and browns; all sizes, 7 to 17 years; the value is \$3.50. For the Anniversary Sale, \$1.98.

Boys' Fall Top Coats, in the tan covert and black and white checks; sizes 2 1/2 to 8; sell at \$3.00... \$1.95

Boys' Double-breasted Knickerbocker Pants Suits, in new brown mixtures; 9 to 15 years. \$2.50 value. At... \$1.45

75c Boys' Pants... 39c

Special lot of Boys' Bloomer and Knickerbocker Knee Pants, made of ends of fine trouserings; 300 pairs in the lot; values, 75c; 5 to 17 year sizes.

Boys' Double-breasted Combination Suits; 2 pairs Knickerbocker pants with each suit; 7 to 17 years; value, \$5... \$3.95

Boys' High-grade Knickerbocker Knee Pants, in sizes 5 to 17 years; values up to \$1.50; best tailoring, and very dressy... 79c

## NEWS OF ALEXANDRIA

## Councilman Brockett Asks Officials to Study Law.

## PROTESTS PAYMENT OF BILLS

## Third Ward Leader Calls Attention to Members of Council Sentencing or Contracting with City—Truck Company Opposes Sale of Frame Residences in Prince Street.

F. Clinton Knight, 425 King street, Alexandria, Va., is authorized agent and carrier for The Washington Herald. The Herald will be delivered daily and Sunday to stay address in Alexandria for 40 cents a month.

WASHINGTON HERALD BUREAU, 425 King street.

Alexandria, Va., Oct. 14.—Councilman A. D. Brockett, of the Third ward, who, when the new city council was organized, September 1 last, objected to members selling or contracting with the city, which, he declared, was contrary to the law, has written letters to Mayor Farr, City Treasurer Thomas W. Robinson, and City Auditor E. F. Price, calling their attention to the law on the subject.

In the opening of the letter Mr. Brockett says: "At the last meeting of the city council, Tuesday night last, a member of that body stated that the firm of

which he is a member was selling goods to the city, and that they would continue to do so."

In conclusion, after quoting the law, he says: "It would seem to me that no bill rendered by a councilman, alderman, or other city officer could be legally paid out of the city funds or any part thereof, and therefore I now formally protest against the payment of any bills for which services may have been rendered or merchandise furnished by a councilman, alderman, or any other city officer."

Sergt. R. H. Cox this morning summoned the following special grand jury to meet in the Corporation Court October 19, at 9 o'clock, when three cases will be presented for indictment: B. Bear, Jr., C. W. Howell, P. T. Harrington, Samuel L. Monroe, E. S. Leadbeater, J. E. W. Timberman, Charles H. Callahan, Thomas W. Robinson, and C. B. Swan.

The Relief Hook and Ladder Truck Company to-night passed a resolution opposing the sale of the two frame dwellings owned by the city, located on the north side of Prince street between Royal and Fairfax streets, adjoining the engine house. President J. H. Trimmyr appointed William C. Wildt, Thomas A. Fisher, August Oehlert, E. Steuart Smith, Charles De Moll, and himself to look into the matter.

These two houses were purchased several years ago by the city, it being intended to erect a modern house for the truck company. The company believes that in the event the property is sold all hope for a new house will vanish.

Alabama has held third place among the States for iron production since 1891.

## CLOSER ALLIANCE BY STEEL MAKERS

## Foreigners Consult with Domestic Manufacturers.

New York, Oct. 14.—Ironmakers from many parts of the world met at the Waldorf-Astoria to-day in attendance at the first general meeting of the American Iron and Steel Institute. No such gathering of steel men has ever taken place before in this country, and from it results may flow which will revolutionize that gigantic industry in some of its important branches.

The American Iron and Steel Institute is a new departure, inasmuch as its aim is to deal not only with the technical part of the industry, but to take up its commercial side as well, and hence invade the domain of prices, so important to the world at large. Other organizations, notably the Iron and Steel Institute of Great Britain, have existed for the exchange of views regarding the technical side of steel making, and have held many important meetings, but the meeting to-day was probably the most important step yet taken toward securing what for a long time has been under discussion, namely, a world-wide cooperation among the manufacturers of steel and iron for mutual protection in the markets of the world in the matter of production and prices.

The movement looking to such things has been going on quietly for some time. Prominent among those who have been trying to bring it about has been Judge Gary, of the United States Steel Corporation, but associated with him in these efforts have been representatives of many of the so-called independents and the foreign steelmakers.

As might be expected, to-day's meeting was not open to the public. Only a synopsis of the proceedings were given out, with the exception of the opening remarks of Judge Gary, who is president of the institute. It was decided in this respect to conform with the rules of the British institute, whose meetings are private. In order that, as Mr. Schwab expressed it, there should be greater freedom of discussion.

The remarks of Judge Gary took up a large portion of the morning session, which began at 11 o'clock, and were looked upon as setting a sort of keynote for the gathering.

By way of a preliminary, Judge Gary showed that the production of pig iron had increased from 4,000,000 tons in 1880 to 26,500,000 tons in 1909, and of steel from

1,250,000 to 25,000,000. If this ratio continued, he pointed out, there would be produced in this country and Canada 156,000,000 tons of steel in 1920 and 94,500,000 tons of pig iron.

## NAVY INSTITUTE ELECTS.

## Rear Admiral Walnwright Heads the Organization.

Annapolis, Md., Oct. 14.—The United States Navy Institute, composed of American naval officers all over the world, in annual session to-night elected officers for the year as follows: President, Rear Admiral Richard Walnwright; vice president, Capt. John M. Bowyer; secretary and treasurer, Prof. Philip R. Alger; members of the board of control, Commanders Robert E. Coontz, William H. G. Bulard, Edward H. Durrell, Louis M. Nulton, George R. Marvel, and Benjamin N. Hutchinson.

Servian Crown Prince Ill. Belgrade, Servia, Oct. 14.—Crown Prince George is ill with typhoid.



\$3.00 will rent a LIGHT TOUCH MONARCH for one month.

\$15.00 will rent a LIGHT TOUCH MONARCH for six months.

Sold on the Monthly Payment Plan.

Give us a trial order on Supplies.

The Monarch Typewriter Company, 1421 F Street N. W., Washington, D. C. TELEPHONE... MAIN 693.

## COLORED BISHOP SUCCEUMS

## Dr. John Wesley Smith Honored by Zion Church.

Was Native of North Carolina, but Lived Here and Was Presiding Over Bench of Bishops.

Bishop John Wesley Smith, of the African Methodist Episcopal Zion Church, presiding over the Sixth episcopal district, and for several years a resident of this city, died yesterday afternoon at 2:35 o'clock at his home, 1309 R street northwest, after an illness of two weeks. He leaves a wife.

Funeral services will be held Monday afternoon at 1 o'clock at the John Wesley A. M. E. Zion Church, Eighteenth street between L and M streets. Burial will be Tuesday at his old home in Carlisle, Pa. All the bishops, general officers, and leading ministers of his connection, as well as the leading ministers of other denominations, will participate in the obsequies.

Bishop Smith was a native of North Carolina, was educated under Prof. Robert Harris, and was trained for the ministry under the immediate tutelage of Bishop J. W. Hood, the senior episcopate of the church. He served as pastor of churches at New Haven, Conn., Baltimore, Md., Carlisle and Harrisburg, Pa., Charlotte, N. C., and this city. In 1896, at Mobile, he was elected editor of the Star of Zion, the official organ of his connection, and served eight years. In 1904, at the St. Louis general conference, he was elevated to bishop. At the time of his death he was serving as presiding officer of the board of bishops, an unusual honor to be bestowed upon other than the senior member of the board.

Japanese Colony Near Guatemala. Advice has been received at the State Department that the Mexican government has entered into a contract with a Tokyo company for the establishment of a Japanese colony in Mexico, near the frontier of Guatemala. The enterprise, having been approved by the Japanese government, will soon become an established fact. This is intended as a particularly friendly act toward Guatemala, because the Japanese are regarded as essentially law abiding and peaceable.

Seamen Go on Strike. New York, Oct. 14.—Business Agent Brown, of the Atlantic Coast Seamen's Union, announced to-day that 400 firemen and seamen have gone on strike on the boats of the Standard Oil Company against a reduction in wages of \$5 a month. He said that before the reductions were made the seamen were receiving \$30 and the firemen \$40 a month.

## ADVERTISING TALKS.

WRITTEN BY WILLIAM C. FREEMAN.

I had a pleasant interview recently with MR. P. C. LARKIN, of Toronto, Canada, who is President of the Salada Tea Co.

Every time I have a chance to talk to a successful man I LEARN something. This time I learned a lot about Tea, and why IT SHOULD BE ADVERTISED IN THE UNITED STATES more than it is.

In Australia they are great tea drinkers. The average per capita per annum is nearly eight pounds.

England follows, with six pounds per capita per annum, then Canada, with a little over four pounds, then the United States with ONE pound per capita.

Great chance to advertise Tea in the United States, isn't there?

Mr. Larkin started in the tea business in Canada eighteen years ago. He tried to sell Salada Tea by the chest at first, but that did not work. Then he put it up in lead packets, and he labeled each packet, "THIS IS FULL WEIGHT FROM THE INSIDE OF THE PACKET."

Then he started to ADVERTISE. His first expenditure was six dollars a week in the Toronto News. For several years he put all of his profits into advertising. He hoped, at the beginning, to ultimately sell 100,000 pounds of tea a year.

Canada, with a population of 7,500,000 people, consumes thirty million pounds of tea per annum, one-third of the total sold in the United States. Out of the thirty

million pounds Mr. Larkin's company sells five million pounds. How's that? How did he do it? BY ADVERTISING, of course!

Mr. Larkin said to me: "WITHOUT NEWSPAPER ADVERTISING NO BUSINESS MAN CAN EVER BUILD UP A GREAT BUSINESS," and he added—

"But that is not all. The business must be BACKED UP in all departments. There must be EFFICIENCY everywhere. There must be the square deal throughout."

"An article that deteriorates as tea does must not go to the consumer except in prime condition."

"We protect the consumer by moving our packets quickly. And the reason we move them quickly is BECAUSE WE ADVERTISE. There is no other way."

As an illustration of how Salada Tea sells, through the POWER OF ADVERTISING, the company for the week ended September 17 sold to grocers in the province of Ontario alone 60,606 pounds.

That's doing pretty well for a business that eighteen years ago would have been satisfied with a sale of 100,000 pounds annually. Mr. Larkin is invading parts of the United States with newspaper publicity and is meeting with corresponding success.

The United States should consume at least 270,000,000 pounds annually, where it now consumes only 90,000,000 pounds.

The way to increase the consumption of tea is to advertise it! (TO BE CONTINUED)

## That Little Hacking Cough

Hard coughs are bad enough, to be sure. But it's often the little, hacking, tickling, persistent cough that means the most, especially when there is a history of weak lungs in the family. What should be done? Ask your doctor. He knows. Ask him about the formula on the label of every bottle of Ayer's Cherry Pectoral. Ask him if this medicine has his full approval for throat and lung troubles. Then do as he says.

Be well, be strong. You cannot if your bowels are constipated. The best laxative is Ayer's Pills, all vegetable. Ask your doctor if he agrees with us. Do as he says.